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REPORT OF THE DIRECTOR OF INFORMATION, 1939

UNITED STATES DEPARTMENT OF AGRICULTURE,

OFFICE OF INFORMATION,

Washington, D. C., September 15, 1939.

Hon. HENRY A. WALLACE,
Secretary of Agriculture.

DEAR MR. SECRETARY: I submit herewith a report of the work of the Office of Information for the fiscal year ended June 30, 1939.

Sincerely yours,

M. S. EISENHOWER,
Director of Information.

Early in the fiscal year 1939 the Secretary of Agriculture directed that major improvements be made in the structure and administrative functioning of the Department in order to expedite its services to the public. One purpose of reorganization was to establish within the Department a central planning agency to work with the bureaus and local planning groups of farmers in devising, within the framework of the acts of the Congress, programs better adapted to local needs. A second purpose was to group the administration of programs assigned to the Department so that they might move toward common goals with a minimum of friction. A third was to strengthen the staff agencies which help the bureaus of the Department coordinate their lines of work. As one of these staff agencies, the Office of Information was directed to place itself in a position (1) to coordinate and synthesize information originating in all branches of the Department, and (2) to render greater services to farmers and the public generally.

Accordingly, the personnel of the Office was increased somewhat. Several editorial workers were transferred from the action agencies to the Office, and three additional editorial workers were employed to round out the staff of a new Division of Special Reports. This Division prepares special informational documents reporting or interpreting the total work carried on by the several bureaus—material that could not be prepared by any one of the bureaus alone. Additional technical and clerical personnel enabled the Office to carry on an enlarged volume of services for the bureaus in the way of printing procurement, duplicating, distribution, and photographic and drafting work.

INFORMING DEPARTMENT PERSONNEL

One important new phase of informational work is the development of methods of informing the personnel of each bureau of the

activities of all bureaus and of the unifying objectives of the Department; this is essential in order that each of the programs may daily play its key part in attaining these objectives. The first step to this end was to initiate weekly conferences of information officers of the bureaus. The bureau representatives inform each other of purposes, provisions and progress of programs, so that in issuing public information each bureau is able to point out the relationship between the programs it administers and the programs administered by other bureaus. Other action now under way includes consultation with people of the Office of Personnel and of the bureaus on methods of informing all employees concerning the purposes and organization of Department work, participation in orientation meetings for new employees in Washington, and preparation of materials for future use in such meetings both in Washington and in the field. A second important new phase of information work is the preparation and distribution of many types of informational materials needed by the farmers, technicians, and administrators who are planning agricultural programs. The democratic process of hammering out the plans through discussion, composition of differences of opinion and interest, and formulation of mutually acceptable conclusions can succeed only when the persons who take part are informed of all phases of their problems, and know the public aids that are available.

INFORMING PLANNING GROUPS

For a number of years Department agencies have been gathering much basic information concerning the fundamental thing with which planning deals—the land and the relationship between land and people. Year by year, as noted in my previous reports, the volume of information issued has grown in pace with the volume of material gathered. The fiscal year 1939 saw the increase that would be expected in the issuance through publications, by press, and by radio of a type of information that is indispensable to an orderly transition from an exploitative to a conservation type of agriculture. Among the publications issued during the year to carry information of this sort to planners—and to the interested general public—were a definitive exposition of the problem of preventing erosion, *To Hold This Soil*, the first item in an extensive series of surveys of erosion and land use conditions which eventually, watershed by watershed, will report for the whole country basic data on the capabilities of land for various uses; technical and popular publications giving detailed analyses of the land problems of the southern Great Plains, and the land-utilization programs for the northern Great Plains; a bibliography on soil erosion and soil and water conservation; a popular publication on crops that deplete, crops that conserve, and crops that build soil. Besides the increase in publications needed for the information of planning groups and the public generally, there was also a considerable growth in the issuance of such material to the press and through radio. Especially noteworthy was the series of 22 talks and interviews broadcast in the *National Farm and Home Hour* by the editor of the 1938 *Yearbook of Agriculture*. These talks summarized for listeners the principal facts on land utilization in the United States presented in that volume.

Besides issuing an increased volume of basic information the Department devised more effective ways of describing the purposes and provisions of the available Federal aids. Publications issued for this purpose include *Planning for a Permanent Agriculture*, which described between one set of covers all the action programs and suggested how these programs can be used by cooperating citizens to solve the problems of land use as they exist in any part of the country; and booklets explaining the provisions of the water-facilities program and of the flood-control program—two programs recently authorized by Congress and just getting under way in 1939.

INFORMING COOPERATORS

To inform members of planning groups on the possibilities of State action in the fields of taxation, zoning, etc., as well as to give facts about Federal aids, the Department planning agency, the Bureau of Agricultural Economics, cooperating with State agencies and action bureaus, inaugurated a new series of leaflets. The A. A. A. greatly enhanced the effectiveness of duplicated and printed materials issued from Washington to the State A. A. A. committees and transmitted by these State committees to farmers in community and county committees who carry on the work locally of administering the adjustment, conservation, crop insurance, and other programs. The experience of 6 years in working out the national programs of conservation, land use, crop adjustment, stabilization of supplies for consumers, and support for farmers' income has taught the information staff and the administrators how to provide the considerable amount of information required in conducting the programs in forms that will carry the necessary facts and interpretations and yet consume as little as possible of the time of the 95,000 farmer committeemen whose work determines the success or failure of the programs.

To inform farmers of the unifying objectives of the whole group of governmental efforts is just as important as to inform employees of the Department itself on these points. Visual materials bring these objectives home vividly. During the year the A. A. A., with assistance from the Office of Information, issued a sound-slide film, *Pioneering a Permanent Country*, for the use of the community and county committees of farmers. The A. A. A. had in preparation a motion picture presenting the objectives of the total Federal program with respect to conservation of soil and water. This Office cooperated with the Extension Service in planning the subject matter for an exhibit, *Deep Roots for American Agriculture*, portraying the unifying objectives of the national agricultural program, to be shown at meetings of farm organizations.

ECONOMIC INFORMATION

As in every other year throughout the past two decades, public demand for economic information grew steadily. Information gathered by the Department of Agriculture's representatives in this country and abroad, often being interpreted by its analytical staff of economists, was issued by methods noted in my previous reports. A new trend in economic reporting and interpretation is analysis of the marketing and distribution systems in various localities, and

the issuance of reports pointing out bottlenecks which obstruct the free flow of farm products, and analyzing alternative methods of eliminating the bottlenecks. Outstanding among such reports for the present year was *Barriers to Internal Trade in Farm Products*.

CONSUMER INFORMATION

With accelerating speed the nutrition scientists have gathered a mass of new knowledge which, applied, can greatly better human and animal health. The outstanding scientific publication of the year by this Department was the 1939 Yearbook of Agriculture, Food and Life, summing up modern knowledge concerning nutrition of men and nutrition of animals. The Yearbook serves as the source document for a wider program of reporting through press and radio on this important fundamental topic. Bringing the problem of correct nutrition to more immediately practical focus, the surplus removal and diversion activities of the Department were altered during the year by inauguration of the food stamp order plan. The purpose of this plan fundamentally is to bring about a wider distribution of the health-giving surplus foods among the low-income groups of the population. One of the benefits envisaged to farm and national economic welfare is the stimulation of consumption among all income groups of the surpluses of health-giving foods, particularly of fruits and vegetables, dairy, poultry, and meat products. The information services of the Department helped to speed up such consumption. The home economics releases to the press, particularly after the designation of surplus products that could be bought with the blue food order stamps, carried facts about the nutritive values of the foods that were in surplus, and about methods of making the foods into appetizing dishes. Similar information was issued by radio in the *National Farm and Home Hour* each week, and in the syndicate services to individual radio stations.

EXPENDITURES

Printing and binding expenditures for the fiscal year 1939 totaled \$1,089,970. This included \$360,618 for administrative forms and binding; \$239,393 for reports, regulatory notices, periodicals, and other administrative publications; \$200,340 for technical publications; and \$289,619 for popular publications. Expenditures for salaries and expenses were \$379,383, of which \$81,665 was for the maintenance of a duplicating plant.

Funds were allotted to the Office of Information during the fiscal year to provide for additional work on behalf of the agencies. A total of \$28,093 was expended for this purpose, \$10,680 from conservation and use of agricultural land resources, \$7,130 from land utilization and retirement of submarginal land, \$5,283 from emergency relief, agriculture, and \$5,000 from flood control appropriations.

DIVISION OF PUBLICATIONS

The list of new publications issued during the year gives an indication of the scope, varied character, and importance of the Department's publication program. The most important single publication

issued by the Department and reported to be the largest publication job done each year at the Government Printing Office, is the Year-book of Agriculture. The issue for 1939 carries the subtitle "Food and Life," and is an extensive up-to-date treatment of the dual subjects, nutrition of man and nutrition of animals. This should serve as a useful reference work on these subjects for many years.

As previously noted, the public year by year demands more information on conservation of natural resources, and on economic situations affecting the welfare of citizens. Among the publications newly issued this year to provide such information were a group of special significance, including Planning for a Permanent Agriculture, Barriers to Internal Trade in Farm Products, several reports on Erosion and Land Use Conditions on various areas, The Land Utilization Program for the Northern Great Plains, Problem-Area Groups of Land in the Southern Great Plains, An Outline of the Water Facilities Program, Family Income and Expenditures, Outlook for Farm Family Living, The Land in Flood Control, To Hold this Soil, Bibliography on Soil Erosion and Soil and Water Conservation, Soil-Depleting, Soil-Conserving, and Soil-Building Crops, and The Farm-Housing Survey.

Besides issuing these publications on the subjects which are at the heart of the problem of setting up a permanent agriculture for the United States, the Department continued its older program of publication for the use of scientists, farmers, homemakers, and others, the results of research or regulatory work, and recommendations for farming and homemaking practices.

Below are listed the 19 Farmers' Bulletins, 21 Leaflets, 41 Miscellaneous Publications, 50 Circulars, 64 Technical Bulletins, and 22 unnumbered publications newly issued during the year.

LIST OF NEW PUBLICATIONS ISSUED DURING THE FISCAL YEAR 1939

Farmers' Bulletins:

- 1802. Modernizing Cotton Gins.
- 1803. Culture and Pests of Field Peas.
- 1804. Community Buildings for Farm Families.
- 1805. Grading Wool.
- 1806. Hard Red Winter Wheat Varieties.
- 1807. Lamb and Mutton on the Farm.
- 1808. Rice Culture in the Southern States.
- 1809. Soil Defense in the South.
- 1810. Soil Defense in the Northeast.
- 1811. Control of Insects Attacking Grain in Farm Storage.
- 1812. Native and Adapted Grasses for Conservation of Soil and Moisture in the Great Plains and Western States.
- 1815. Grading Dressed Turkeys.
- 1816. Mechanizing the Corn Harvest.
- 1817. Growing Wheat in the Eastern United States.
- 1818. Mechanical Milk Cooling on Farms.
- 1819. Infectious Anemia (Swamp Fever).
- 1820. Silos, types and construction.
- 1821. Containers for Fruits and Vegetables.
- 1822. Seed Corn.

Leaflets:

- 160. Crimson Clover.
- 163. Legumes in Soil Conservation Practices.
- 164. Erosion on Roads and Adjacent Lands.
- 165. Soil-Depleting, Soil-Conserving, and Soil-Building Crops.

Leaflets—Continued.

- 166. Soybeans for the Table.
- 167. Facts About Cotton.
- 168. Dual Purpose Pines.
- 169. Preventing Gin Damage to Cotton.
- 170. Date Growing in the United States.
- 171. The Timothy Crop.
- 172. Why Fruit Trees Fail to Bear.
- 173. The Bud-Graft Method of Propagating Vinifera Grape Varieties on Rootstocks.
- 174. Bean Bacterial Wilt.
- 175. Eradication of the Cultivated Black Currant in White Pine Regions.
- 177. The Pasteurization of Milk.
- 178. Dwarf Fruits.
- 179. The Native Papaw.
- 180. How to Keep and Increase Black Grama on Southwestern Ranges.
- 181. Drying Seed Cotton.
- 182. Housefly Control.
- 183. Cankerworms.

Miscellaneous Publications:

- 268. A Graphic Summary of Agricultural Credit.
- 269. A Graphic Summary of Farm Animals and Animal Products.
- 292. Market Diseases of Fruits and Vegetables; Crucifers and Cucurbits.
- 295. Famous Trees.
- 303. Native Woody Plants of the United States.
- 305. The Horseflies of the Subfamily Tabaninae of the Nearctic Region.
- 306. The Forest Products Laboratory.
- 307. Knots in Second-Growth Pine and the Desirability of Pruning.
- 309. Forest Resources of the North Louisiana Delta.
- 312. Bibliography on Soil Erosion and Soil and Water Conservation.
- 313. Forest Resources of Northeastern Florida.
- 314. Overhead Cleaner-Drying Systems for Seed Cotton.
- 316. Descriptions of Types of Principal American Varieties of Spinach.
- 317. Improving Poultry through the National Poultry Improvement Plan.
- 318. 4-H Club Insect Manual.
- 319. Plans of Farm Buildings for Western States.
- 320. Organization of 4-H Club Work.
- 321. To Hold this Soil.
- 322. Housing Requirements of Farm Families in the United States.
- 323. The Farm-Housing Survey.
- 324. Factors to be Considered in Preparing Minimum Wage Budgets for Women.
- 325. Grain Grading Primer.
- 326. Forest Resources of Southeastern Texas.
- 327. Motor Fuels from Farm Products.
- 328. The Service of Federal Grain Standards.
- 329. Officials and Organizations Concerned with Wildlife Protection, 1938.
- 330. The Minnesota Seed-Grain Treater.
- 331. The Land in Flood Control.
- 332. Outlook for Farm Family Living.
- 333. The Farm Outlook for 1939.
- 334. Land Facts on the Southern Plains.
- 335. Workers in Subjects pertaining to Agriculture in Land-Grant Colleges and Experiment Stations, 1938-39.
- 337. Abbreviations used in the Department of Agriculture for Titles of Publications.
- 339. Family Income and Expenditures.
- 342. Hosiery for Women—A Buying Guide.
- 343. Directory of Field Activities of the Bureau of Biological Survey.
- 346. Short-Time Camps. A Manual for 4-H Leaders.
- 347. Lumber Requirements for Nonfarm Residential Construction.
- 348. Federal Legislation, Rulings, and Regulations Affecting the State Agricultural Experiment Stations.
- 350. The Wildlife Restoration Program under the Pittman-Robertson Act of 1937.
- 351. Planning for a Permanent Agriculture.

Circulars:

471. Forests and Employment in Germany.
472. Comparative Value of Mature Sows and Gilts for Producing Market Hogs.
473. Variety Studies in Relation to Fusarium Wilt of Peas.
476. Evaluation of Sugar-Beet Types in Certain Sugar-Beet-Growing Districts in the United States.
477. Winter Wheat and Sorghum Production in the Southern Great Plains Under Limited Rainfall.
479. Agricultural Investigations at the United States Field Station Sacaton, Arizona, 1931-35.
481. Food Consumption of Children at the National Child Research Center.
482. Surface Run-off and Erosion on Granitic Mountain Soils of Idaho as Influenced by Range Cover, Soil Disturbance, Slope, and Precipitation Intensity.
483. Proposed Minimum Requirements of 3 Types of Upholstery Fabrics Based on the Analysis of 62 Materials.
484. Effect of Date of Harvest on Yield and Milling Quality of Rice.
485. *Tetrastichus Brevistigma* Gahan, a Pupal Parasite of the Elm Leaf Beetle.
486. Factors Affecting Establishment of Douglas Fir Seedlings.
487. Selecting Fertilizers.
488. Developments in Mechanical Equipment and Methods in Sugar-Beet Production.
489. Selection, Installation, Finish, and Maintenance of Wood Floors for Dwellings.
490. Soil Erosion in the Karst Lands of Kentucky.
491. Grass Culture and Range Improvement in the Central and Southern Great Plains.
492. Pecan Soils of the Gulf and Southeastern States and Maintenance of Their Fertility.
493. The Earlsaine Potato, a New Early Variety.
494. The Texas Leaf-Cutting Ant and Its Control.
495. The Sweetpotato Leaf Beetle.
496. Time of Irrigating Potatoes as Affecting Stolon Growth and Tuber Set and Development.
497. Composition of the Rhizome, Stem, and Leaf of Some Horticultural Forms of Canna in Relation to Their Possible Use.
498. Effect of Potash on Grade, Shape, and Yield of Certain Varieties of Sweetpotatoes Grown in South Carolina.
499. A Comparative Study of Suitability for Drying Purposes in Forty Varieties of the Sweetpotato.
500. U. S. No. 5 Refugee, a New Mosaic-Resistant Refugee Bean.
501. Reaction of Wheat, Barley, and Rye Varieties to Stripe Rust in the Pacific Northwest.
502. Sweetpotato Propagation and Transplanting Studies.
503. The Sebago Potato, a New Variety Resistant to Late Blight.
504. Early Winter Food of Ruffed Grouse on the George Washington National Forest.
505. Market Classes and Grades of Feeder and Stocker Cattle.
506. Control of the Corn Earworm on Fordhook Lima Beans in Eastern Virginia.
507. Diets of Families of Employed Wage Earners and Clerical Workers in Cities.
508. The Comparative Attractiveness of Various Small Grains to the Chinch Bug.
509. Mushroom Casing Soil in Relation to Yield.
510. Air Blast Gin Performance and Maintenance.
511. Control of Black Rot of Pineapples in Transit.
512. Longevity of Onion Seed in Relation to Storage Conditions.
513. Curly-Top-Resistant Sugar-beet Varieties in 1938.
514. Differential Staining of Sections of Unpreserved Bovine Udder Tissue Affected With Mastitis.
515. Handling and Shipping Strawberries Without Refrigeration.
516. Control of Cyclamen and Broad Mites on Gerbera.
517. The Northstar Strawberry.

Circulars—Continued.

- 518. Breeding Areas and Economic Distribution of the Beet Leaf-Hopper in New Mexico, Southern Colorado, and Western Texas.
- 519. The Tobacco Industry in Puerto Rico.
- 520. Wildlife of the Atlantic Coast Salt Marshes.
- 521. Studies of Gaps in Sugarcane Rows and Their Effect Upon Yield Under Louisiana Conditions.
- 522. A Soft Cheese of the Bel Paese Type.
- 524. Determination of Slaughter-Steer Grades From Weights and Measurements.
- 528. New Chrysanthemums.

Technical Bulletins:

- 609. Chemical and Physical Properties of Certain Soils Developed From Granitic Materials in New England and the Piedmont, and of Their Colloids.
- 612. Symptoms on Field-Grown Tobacco Characteristics of the Deficient Supply of Each of Several Essential Chemical Elements.
- 615. Studies of Potato Storage Houses in Maine.
- 616. The Reproductive Cycle of the Coyote.
- 617. Conservation and Use of Soil Moisture at Mandan, N. Dak.
- 618. Biological Studies on the Leafhopper *Empoasca fabae* as a Bean Pest.
- 620. Genetic Relations of Some Color Factors in Lettuce.
- 621. Shrinkage and Dressing Yields of Hogs.
- 622. Removal of Lead Spray Residues From Apples Grown in the Shenandoah-Cumberland Valley.
- 623. Fumigation of Baled Cotton With Hydrocyanic Acid for the Pink Bollworm.
- 624. Studies on the Epidemiology of Curly Top in Southern Idaho, With Special Reference to Sugar Beets and Weed Hosts of the Vector *Eutettix tenellus*.
- 625. Stickiness and Spotting of Shelled Green Lima Beans.
- 626. Stumpage Prices of Privately Owned Timber in the United States.
- 627. Body Icing in Transit Refrigeration of Vegetables.
- 628. Effect of Supplementing Winter and Summer Range on Gains of Steers in the Northern Great Plains.
- 629. Communicability of Infectious Abortion between Swine and Cattle.
- 630. Yield of Even-Aged Stands of Ponderosa Pine.
- 631. The Storage of Sweet Cherries as Influenced by Carbon Dioxide and Volatile Fungicides.
- 632. Loss, During Storage, of Vitamin A from Alfalfa Leaf Meals fed to Chickens.
- 633. Principles of Gully Erosion in the Piedmont of South Carolina.
- 634. Food of Game Ducks in the United States and Canada.
- 635. Comparison of Alfalfa and Western Wheatgrass hays for wintering yearling Heifers in the Northern Great Plains and their Influence on Summer Gains.
- 636. Correlations between Annual Precipitation and the Yield of Spring Wheat in the Great Plains.
- 637. Subsoil Moisture under Semiarid Conditions.
- 638. Temperature and other Factors Affecting the Germination of Fescue Seed.
- 640. Growth of Lemon Fruits in Relation to Moisture Content of the Soil.
- 641. Red Rot of Sugarcane.
- 642. The Field Cricket in Relation to the Cotton Plant in Louisiana.
- 643. Food Habits of North American Diving Ducks.
- 644. The Chemical Determination of Soundness in Corn.
- 645. Manufacturing and Serviceability Tests on Sheetings made from Two Selected Mill Types of Cotton.
- 646. Marketing Commercial Cabbage.
- 647. Field Studies of Certain Diseases of Snap Beans in the Southeast.
- 649. Relative Values for Milk Production of Hay and Silage Made from Immature Pasture Herbage.
- 650. Control of the Blue Mold (Downy Mildew) Disease of Tobacco by Spraying.
- 651. Forest Fire Insurance in the Northeastern States.
- 652. Flow of Water in Irrigation and Similar Canals.

Technical Bulletins—Continued.

653. A Revision of the Mites of the Subfamily Tarsoneminae of North America, the West Indies and the Hawaiian Islands.
654. Changes in Weedy Plant Cover on Cleared Sagebrush Land and Their Probable Causes.
655. Dormancy in Lettuce Seed and Some Factors Influencing Its Germination.
656. Cost of Producing Extracted Honey in California.
658. Vaccination of Calves and Yearlings Against Bang's Disease.
659. The Sand Wireworm and its Control in the South Carolina Coastal Plain.
660. The Hohenheim System in the Management of Permanent Pastures for Dairy Cattle.
661. Rearing Foals and Lambs by the Use of Colostrum, Blood Serum, and Substitute Milks.
662. Cotton Sold in the Seed in the United States.
663. Effect of Cleaning Seed Cotton on Lint Quality and Ginning Efficiency.
664. Relative Merits of Producing Creep-fed, Feeder, and Lot-fattened Calves in the Appalachian Region.
665. Relationships Among Production and Grade Factors of Beef.
666. Pythium Root Rot of Sugarcane.
667. Wintering Steers on Different Planes of Nutrition from Weaning to 2½ Years of Age.
668. Bruising, Freezing, and Chemical Injury of Potatoes in Transit.
669. Fertilizer Placement for Potatoes.
670. Relation of Temperature and Moisture Content to Longevity of Chewing Fescue Seed.
671. Composition and Properties of Goat's Milk as Compared with Cow's Milk.
672. Vapor-Heat Treatment for the Control of Narcissus Bulb Pests in the Pacific Northwest.
673. The Distribution of Insects, Spiders, and Mites in the Air.
674. Breaking Strength, Elongation, and Folding Endurance of Films of Starches and Gelatin Used in Textile Sizing.
675. Sewage Irrigation as Practiced in the Western States.
676. Shrinkage and Cooking Time of Rib Roasts of Beef of Different Grades as Influenced by Style of Cutting and Method of Roasting.
677. Experiments in Breeding Holstein-Friesian Cattle for Milk and Butter-fat-Producing Ability, and an Analysis of the Foundation Cows and of the First Outbred Generation.
679. Studies on the Development of the Pigeon Capillariid, *Capillaria columbae*.
681. The Effect of Intensity and Frequency of Clipping on Density and Yield of Black Grama and Tobosa Grass.
682. Plantation Organization and Operation in the Yazoo-Mississippi Delta Area.

Unnumbered publications

- Southeastern Idaho Land Utilization Project.
- Dixon Spring Land Utilization Project.
- The Bean Blossom Land Utilization Project.
- The Allegan Land Utilization Project.
- The Land Utilization Program for the Northern Great Plains.
- Rural Zoning and Your County.
- Barriers to Internal Trade in Farm Products.
- Building Rural Leadership.
- Handbook of Fire Control Equipment.
- Sawtooth National Forest.
- Dry Skim Milk.
- Transition Curves for Highways.
- Hands to Save the Soil.
- Erosion and Related Land Use Conditions on the Froid Demonstration Project, Montana.
- Erosion and Related Land Use Conditions on the Reedy Fork Demonstration Area, North Carolina.
- Erosion and Related Land Use Conditions on the Minot Area, North Dakota.

Unnumbered publications—Continued.

Erosion and Related Land Use Conditions on the Elm Creek Watershed, Texas.

Erosion and Related Land Use Conditions on the Scantic River Watershed, Connecticut, Massachusetts.

Problem-Area Groups of Land in the Southern Great Plains.

Erosion and Related Land Use Conditions on the Watershed of White Rock Reservoir Near Dallas, Tex.

From Ridge to River.

An Outline of the Water Facilities Program.

OTHER PRINTED AND DUPLICATED MATERIAL

In addition to the new publications above listed, the work of the Division is concerned with two other avenues for the dissemination of agricultural information. One is publication in nongovernmental scientific, scholarly, or other periodicals. The other is the duplication of material by the mimeograph, multigraph, or multilith processes. The Division handled 2,520 articles prepared by Department workers and intended for outside delivery or publication. Exactly 44,047 copies of reprints of 297 of the articles were purchased for official use at a cost of \$2,379.66. The material duplicated was of temporary or administrative nature in accordance with the practices recommended by the Interdepartmental Committee on Printing and Processing and approved by the Joint Committee on Printing, the Bureau of the Budget, and the Comptroller General, and although of great importance in the execution of the Department's extensive program of work, it was not of such character as to justify being printed. During the year 141,085,920 pages were issued, an increase of 34,587,541 pages over the number issued the preceding year.

By far the largest item in the Department's printing bill is for job work. This consists of the official administrative forms and miscellaneous material necessary for the conduct of the Department's business and the execution of its authorized projects. In addition to the new publications listed and the purchase of reprints of articles in outside periodicals the printing and binding expenditures went for job work, for reprints and revisions of Department publications previously issued, periodicals published by the Department, authorized printing done outside of Washington, binding, and miscellaneous items.

STATISTICAL DATA

During the year 21,932,430 copies of publications and 4,250,300 lists of publications were distributed. Of these, 11,693,179 were Farmers' Bulletins and Leaflets. The Superintendent of Documents sold 604,322 copies of Department publications and 18,828 full and partial subscriptions to Department periodicals, the total amounting to \$80,299.65.

A total of 1,578 manuscripts of all types were received in the Division for publication in 1939, as compared with 1,505 in 1938. In the Section of Illustrations the drafting unit completed 2,726 jobs and the photographic unit turned out a total of 279,507 items including prints, negatives, plates, slides, enlargements, and photostat copies. Requisitions to the number of 7,183 were drawn on the Government Printing Office for work to be done there. In addition, 155 releases were granted for printing to be done outside of the Government Printing Office.

Table 1 gives a detailed report by series of the publications received and distributed during the year.

TABLE 1.—*Report of publications received and distributed by the Office of Information, July 1, 1938, to June 30, 1939*

Item	Copies on hand July 1, 1938	Copies of new publications received	Copies of reprints or revisions received	Total copies available for distribution	Copies distributed	Copies on hand June 30, 1939
Agricultural Situation.....		3, 085, 325	500	3, 085, 825	3, 085, 825	
Annual reports.....	12, 253	51, 890		61, 143	49, 141	11, 702
Atlas American Agriculture.....	2, 815			2, 815	328	2, 487
Circulars.....	475, 602	237, 000	134, 117	846, 719	336, 927	509, 792
Climatological Data.....		13, 080		13, 080	13, 080	
Clip Sheet.....		301, 950		301, 950	301, 950	
Crops and Markets.....		134, 150		134, 150	134, 150	
Department bulletins.....	19, 829		9, 750	29, 579	13, 922	15, 657
Department circulars.....	12, 853		38, 000	50, 853	29, 228	21, 625
Experiment station bulletins and reports.....		9, 750		9, 750	9, 750	
Experiment Station Record.....		71, 775		71, 775	71, 775	
Extension Service Review.....		115, 300		115, 300	115, 300	
Farmers' bulletins.....	7, 107, 800	650, 000	11, 113, 000	18, 900, 800	9, 694, 100	9, 206, 700
Farmers' bulletins lists.....	1, 074, 350		4, 115, 000	5, 219, 350	3, 969, 250	1, 250, 100
Fire Control Notes.....		12, 000		12, 000		
Forest Service recreational folders.....		198, 800		198, 800	198, 800	
Indexes.....	11, 443	58, 100	300	72, 843	53, 787	19, 056
Inventories of seeds and plants imported.....		1, 500		1, 500	1, 500	
Journal of Agricultural Research.....		44, 625		44, 625	44, 625	
Agricultural research separates.....	800	69, 750		70, 550	69, 800	750
Land Policy Review.....		36, 000		36, 000	36, 000	
Leaflets.....	2, 047, 255	725, 000	1, 840, 000	4, 612, 255	1, 999, 079	2, 613, 176
Miscellaneous circulars.....	39, 150		16, 000	55, 150	24, 731	30, 419
Miscellaneous publications.....	684, 450	801, 500	709, 000	2, 194, 950	1, 353, 261	841, 689
Monthly list of publications.....		281, 050		281, 050	281, 050	
Monthly Weather Review.....		20, 400		20, 400	20, 400	
Monthly Weather Review separates.....		14, 100		14, 100	14, 100	
North American fauna.....	1, 574		175	1, 749	846	903
Posters.....	261, 540	279, 000	139, 410	679, 950	370, 799	309, 151
Public Roads.....		57, 400		57, 400	57, 400	
Service and regulatory announcements.....	136, 518	843, 525	99, 500	1, 079, 543	950, 812	128, 731
Soil Conservation.....		71, 800		71, 800	71, 800	
Soil surveys.....	127, 537	64, 900	5, 694	198, 131	35, 390	162, 741
Statistical bulletins.....	15, 265	32, 500		47, 765	23, 830	23, 935
Statistics.....	1, 146	13, 000		14, 146	13, 469	677
Technical bulletins.....	199, 475	219, 250	64, 500	483, 225	245, 466	237, 759
Unnumbered publications.....	2, 028, 449	1, 267, 040	1, 013, 575	4, 309, 064	2, 082, 494	2, 226, 570
Weekly weather crop report and snow and ice bulletins.....		288, 080		288, 080	288, 080	
Yearbooks.....	7, 090	15, 000		22, 090	19, 515	2, 575
Yearbook separates.....	99, 594	97, 600	8, 000	205, 194	88, 670	116, 524
Total.....	14, 369, 788	10, 182, 140	19, 366, 521	43, 918, 449	26, 182, 730	17, 735, 719

PRESS SERVICE

Reorganization of the Department on October 6, 1938, brought about many changes in information work, mentioned earlier. At that time the Press Service became the clearing house for all departmental information issued to the press.

The press continued to call upon the Department for a considerable volume of information on the national farm programs, results of research work, and economic facts related to agriculture. The large metropolitan dailies asked mainly for national and regional stories reporting agricultural events or conditions and progress in national programs; the smaller dailies and weeklies sought localized stories on such topics.

In the year just closed every effort was made to supply the press with the matter most desired and needed by readers. The number

of mimeographed releases sent was only 5 more than in the previous year, in spite of the enlargement of Department activities during the year. In all, 1,959 releases were sent direct to the press last year.

The number of stories sent to State extension editors for local adaptation and distribution through the Weekly News Service was more than double the number prepared last year. This increase was to be expected, as this relatively new service developed in usefulness to the readers of the local press in various sections. It is unlikely that the number of stories in future years will exceed the 292 sent this year. Many of these stories were sent to the extension editors in only a small number of States, and it is probable that no one State editor received more than one-third of the total.

The plan of preparing stories in Washington and sending them to State extension editors for distribution within their own States has now become established for getting many types of information to farmers quickly and accurately. In the past year, 45 States cooperated in this plan of news dissemination. In addition to the 292 stories of primary interest to farmers, 110 stories of special interest to women were mailed to extension editors in the Homemaker News Service. These stories are localized and distributed in the same manner as those dealing with farm subjects. The Homemaker News Service supplies readers of the press in States which do not have a woman writer on the extension staff with useful information that they otherwise would not obtain. The news service for homemakers has been improved by the addition of a story each week on foods, based upon subjects that are seasonal at the time of issuance.

IMPROVEMENT OF MAILING LISTS

For many years it has been the practice of the Press Service to revise its mailing lists annually, dropping the names of those who do not return questionnaire cards. Another long-established policy is that names are added to mailing lists only upon request. Because of these policies it will not be difficult for the Department to comply with the new postal regulation requiring that no material be mailed under penalty privilege unless the recipient has requested it.

To keep pace with the public's growing desire for pictorial material the Press Service has greatly strengthened its photographic service to writers and editors. The photographic file has now been revised and is in use constantly by writers and editors. We have tried to make this file large enough to give a comprehensive idea of the Department's work, but not so large as to be unwieldy. Many of the photographs were culled from the collections filed in some 35 offices in different parts of the Department. Others were taken by a staff photographer in Washington and by photographers of the Farm Security Administration and the Soil Conservation Service in the field.

Cooperation of the Farm Security Administration and Soil Conservation Service enabled the Press Service to make many pictures last year at field stations of other bureaus that do not have photographers. When Farm Security Administration and Soil Conservation Service photographers, in connection with their regular duties, happened to be near a place where the Press Service wanted a set of

pictures they were detailed to get them for us. In this way, we have been able to put together several picture essays on some of the Department's research begun in Washington, continued in the field, and applied in many different places. As in the past, the Press Service met numerous requests from commercial news photographers for ideas for picture strips for use in rotogravure sections and in magazines and arranged for the taking of these pictures.

At the request of photographers representing the news services, newspapers, and news reels in Washington a mailing list was set up to receive all releases that can be illustrated to good advantage, as well as advance notices of meetings these photographers cover.

RADIO SERVICE

Broadcasting of information arising out of the services and activities of the Department of Agriculture increased noticeably this year. The number of NBC associated stations releasing the National Farm and Home Hour increased to 104 as of September 26, 1938; the number of local stations which receive the Department's Farm Flashes increased by 99 to reach a new high of 431; local stations that have requested the Homemakers' Chats total 255. Nine local stations during this year launched sustaining public service farm programs and sought participation by the Department of Agriculture and State land-grant colleges. The number of stations subscribing to the United Press Radio News Service (which carries a feature known as On the Farm Front to which the Department contributes) reached 315. At the request of Station WLW the Department contributed seven programs in The Nation's School of the Air, directed to junior high-school students and carried by the Mutual network. Arrangements were made by the Farm Security Administration with KOA, Denver, for a weekly series of broadcasts by Department of Agriculture and other Federal and State agencies covering services rendered by those agencies in the area served by KOA. This program is known as Problems of Plains and Mountains. One broadcast to South American listeners was put on the air from New York by NBC February 12, 1939, and carried by RCA communications to Argentina for release in that country by El Mundo network. The Department contributed 23 broadcasts in a series arranged by the National Emergency Council for presentation on local stations under the general title of "U. S. Government Reports." This is not a complete record of Department of Agriculture broadcasting, but it is indicative of the wide range of regular and special radio services reporting useful information from the research and action programs of the Department.

Participation in the National Farm and Home Hour continued to be a major radio activity of the Department. This program entered its eleventh year October 2, 1938. Nineteen bureaus, offices, and action agencies were represented this year. Notable broadcasts during the year were 8 addresses by the Secretary of Agriculture, 1 by the Under Secretary, and 2 by the Assistant Secretary; weekly reports by officials of the Agricultural Adjustment Administration on objectives and progress of the national farm program; 38 broadcasts by officials of the Soil Conservation Service giving information

to assist farmers in conserving soil and water; 22 broadcasts by the editor of the Yearbook of Agriculture, based on the 1938 Yearbook, Soils and Men; 30 broadcasts by officials of the Forest Service and 46 episodes of Uncle Sam's Forest Rangers—all giving information that will assist in conserving forest resources; the monthly special land-grant college, 4-H Club, and home demonstration programs. Special attention was given to information for consumers and homemakers, including 48 broadcasts reporting research by the Bureau of Home Economics and a series of 30 broadcasts reporting work of 10 different bureaus of particular service to consumers and the public at large.

For the second successive year the National Farm and Home Hour was shifted to daylight-saving time during the summer months. Effective September 26, 1938, the last 15 minutes of the National Farm and Home Hour was dropped out of the program and replaced with five regional farm news programs, three of them commercially sponsored. The Department of course in accordance with its established policy took no part in these or any other commercially sponsored programs.

A major change in the Farm Flash manuscript service for local stations became effective February 28, 1939. Previous to that date a 7-minute, 6-day-a-week script service had been provided. This was replaced with an individual news story script service, each news story scrutinized carefully as to its application and then sent immediately only to the States in which it applied. This change was accompanied by progress toward servicing all individual radio stations through the State extension editors. In March 1939, the number of States in which the editors distribute the Farm Flashes reached 43 * * * all States except Colorado, Connecticut Kentucky, Wyoming, and Vermont. In Connecticut and Vermont the Farm Flashes are incorporated in News of New England Agriculture, syndicated to several stations in each New England State by the New England Radio News Service. Therefore, the Department's Farm Flashes now pass through local hands to radio stations in all but 3 three States. These Flashes are now received by 431 stations * * * an increase of 99 over last year.

The Homemakers' Chat syndicated manuscript service was continued this year. Requests for this 6-day-a-week service have steadily increased. The Chats are now sent to 255 radio stations and to 169 individuals (mostly home demonstration agents) who use them as reference material and, in some cases, as sources of information for broadcasting. In 19 States (8 more than last year) the Chats reach the stations through the State extension editors.

The Department provided United Press Radio News with from 400 to 800 words a day of Department news and information for use in the On the Farm Front feature. As of June 1939, a total of 315 local stations subscribed to the United Press Radio News Service.

The Consumers Counsel Division of the A. A. A. cooperated with the General Federation of Women's Clubs in a weekly trans-continental consumer program over the NBC Red network.

In the far West the Department broadcast a 15-minute (Monday-Friday inclusive) regional farm and home program known as Western United States Department of Agriculture. This program is

carried by 6 stations associated with the NBC Pacific Coast Blue network. This program is presented during the noon hour (12:45 to 1:00 p. m., Pacific standard time, at present). During this year, 12 bureaus and offices of the Department and the extension services of 5 Western States participated in 240 broadcasts designed to provide far-western listeners with information applying to western agriculture and homemaking.

State extension services made marked progress in using radio as a means of providing the public with news and information arising from the research and the service work of the land-grant colleges and the Department of Agriculture. During this year 4 States (Minnesota, New Mexico, Oklahoma, and Washington) added radio specialists to their extension staffs, bringing to 21 the number of States in which 1 or more persons devote most of their time to development of radio program services. At least 10 other State extension services are providing radio listeners with farm and home information; and in the remaining 17 States a certain amount of broadcasting is done by State and county extension workers.

The Department broadcasts only in the time made available by the broadcasting stations. No transmitters are operated by the Department, and the Congress appropriates no funds for hiring transmitting facilities. So the Department seeks and accepts the cooperation of individual stations and of networks. The maintenance of cooperative relationships with these radio organizations is one of the fundamental responsibilities of the Radio Service. Not only does the Radio Service do this for the Department but it also cooperates with the State extension services in developing improved service through the individual stations and in maintaining relationships.

DIVISION OF SPECIAL REPORTS

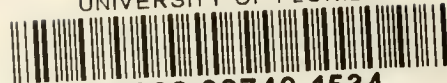
Coordination of information service for the Department of Agriculture has included the preparation of information materials dealing with related phases of the work of the various agencies of the Department.

These materials have covered a variety of subject matter, as wide as the activities of the Department and have been used in the preparation of bulletins, in special reports, to supply information for farm journals, and to supply information for Department personnel.

The work of the Special Reports Division is concerned largely with reporting the total effort of the Department to bring services to the people of the United States. As noted earlier, there has been an increasing need for informational materials in this field.

When farmers were concerned chiefly with problems of efficiency in production and marketing, most Department bulletins reported research activities. In recent years there has been a growing demand and a growing need among farmers for information on factors affecting the markets for their products and on factors affecting their incomes and their welfare in general. Information materials are being made available on the total program of the Department in relation to these problems.

The need for methods of dealing with the newer and more difficult problems of agriculture has resulted in a large number of legislative



enactments which have greatly broadened the responsibilities and the work of the Department. Under this legislation and previous authorizations the Department is now concerned with problems of assisting farmers to bring about a stable income and balanced relationship with the rest of our economy, with problems of conservation of basic resources and greater security of tenure, and with problems of efficient production, distribution, and use of agricultural products.

With such a comprehensive program of public aids to agriculture in operation it has become clearly necessary to provide farmers of today with informational materials that will bring to them in co-ordinated and most highly useful form the facts about the whole range of new and old agricultural programs. This is a new informational need felt and expressed by farmers. It does not supplant the need for the informational materials originating in the older and still continuing programs of research, regulation, and service. The new types of information must be supplied in addition to the older types.

In cooperation with all the agencies of the Department, the Division of Special Reports prepares the newer types of informational materials presenting comprehensive summaries of the relationship of all the programs to the problems of farmers and the general public. The Division was staffed and its work started late in the year. Immediately undertaken was the preparation of a new publication, *Achieving a Balanced Agriculture*, reporting the entire program of Federal public aids to agriculture. Also started was the preparation of a series of manuals, one for each State, giving the facts about the operations of Department of Agriculture agencies in each State, and directing citizens who wished to avail themselves of Department services to the headquarters of each Department agency in the State. Planning of other series of materials needed in helping citizens use the departmental services was underway at the close of the year.